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Customer Considerations for the Utility of the Future

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Accenture's New Energy Consumer Research Program

>40,000 consumers surveyed in **21** countries

>2,000 small and medium businesses in **9** countries

Survey of market trends & priorities for **20** leading utilities customer executives

Market **50** leading energy providers and over **30** cross industry providers

In-depth analysis of technology adoption in **8** major markets

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Consumers Increasingly Fragmented Needs & Preferences

"I expect my energy provider to give **me simple, easy-to-use choices.**"

"I'd like a simple '**bundle of services**' that saves me time and money!"

"I prefer the **convenience of self-serve** for **nearly all my needs**."

"I would pay more to have my power come from **renewables**."

"Why can't my provider be innovative and offer me **new technologies** for my **whole family**?"

"Why can't my provider **proactively** tell me about **specific opportunities** to reduce my bill?"

"I would like my provider to offer me bundled **Home Energy Solutions**"

"I want my provider to offer **seamless solar** options."

"I rarely talk to my provider and would prefer **web only service** if I could get a discount."

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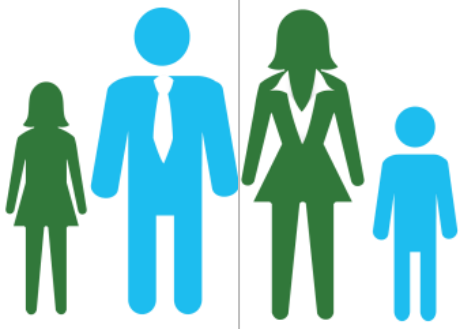
Wide Spectrum of Consumer Needs and Preferences

Less is Best ⟷ **Value-Add**

- **67%** would trade some elements of their service for lower prices
- **53%** will actively engage in monitoring their energy and adjusting their usage patterns to save money
- **>50%** would prefer digital self-service for **7 of 9** primary interactions



- Interested in bundled energy products and services
  - Convenience-oriented
- **47%** of US respondents are willing to pay a small premium for automated energy management solutions
- **63%** prefer face-to-face interactions when learning about new or complex products & services

Key Considerations

1 **Simplify for Market Agility**

Elimination of layers of historical complexities will reduce the ‘Economics of Dissatisfaction’ and benefit both the consumer and the energy provider alike.

2 **Embrace Short-Cycle Innovation**

New technologies and digital interactions will require quick and iterative development to continuously adapt to shifting consumer preferences.

3 **Encourage Broader Market Participation**

To engage and attract the broadest group of consumers to ‘bundled’ energy services, more flexible models for both new entrants –and- incumbent utilities should be considered.